



**USAID**  
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**COLOMBIA**

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# FACT SHEET

## More Investment for Sustainable Alternative Development (MIDAS)

### STRATEGIC PURPOSE

The objective of MIDAS is to generate economic and social alternatives to illicit crop production by promoting market-driven, private sector-led business initiatives in pre-defined “economic corridors” throughout Colombia, as well as to enhance the competitiveness of the Colombian economy by promoting economic policy and institutional reforms to maximize employment generation and income growth.

### IMPLEMENTING PARTNER AND FINANCIAL SCOPE

In December 2005, USAID awarded ARD, Inc. the five-year, \$159 million MIDAS project. In late 2006, the agribusiness activities of another USAID project were merged into MIDAS for a new total of \$182 million.

### OBJECTIVES

The project is comprised of four components to contribute to the overall goal of MIDAS:

- **Agribusiness Development:** The objective and approach of this component is to support agricultural producers, processors, and associations/cooperatives to stay out of or to shift away from illicit crops as an income source toward a shift into legal activities based on agriculture. It is designed to provide responsible, small, medium, and large Colombian growers and agribusinesses with a combination of financial support, training opportunities, and technical services to help them develop new or significantly expand businesses to increase and sustain income and employment opportunities throughout the product value chain in or near areas where illicit crops are produced.
- **Small and Medium Sized Enterprise (SME) Development:** USAID works with SMEs by promoting entrepreneurial capabilities and competitiveness along value chains to enhance income opportunities for those involved in or vulnerable to the illicit economy. The component helps improve standards, facilitate financing and export opportunities, and train SME managers to enhance competitiveness and sustainability.
- **Commercial Forestry Development:** USAID's work in commercial forestry focuses on the development of sustainable forest products businesses by improving entrepreneurial capacity in productive forest and wood product value chains as well as the legal, regulatory, and institutional environment.
- **Economic Policy and Institutional Reforms:** USAID assists the GOC to implement critical economic policy and institutional reforms in the areas of fiscal reform, financial sector development, investment regime, and trade and market access to enhance the competitiveness of the Colombian economy, particularly in the areas of agribusiness, enterprise development, forestry and environment, and trade.

### GEOGRAPHIC SCOPE

The program is focused on six “economic corridors” selected by USAID: Costa Atlantica/Sierra Nevada, Eje Cafetero, Magdalena Medio/Santanderes/Boyaca, Urabá/Antioquia/Choco, Suroeste, and Macizo/Putumayo.

### PROGRESS/RESULTS TO DATE: through March 31, 2008

- Over 88,000 jobs created
- Supported the development of over 50,000 hectares of licit, sustainable crops
- Key policy and institutional reforms supported through 9 laws presented, 9 CONPES policy directives (white papers) implemented, 96 decrees and institutional reforms put in place.